

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision 940867 /		Alt Order #
Product GENERAL		
Contract Dates 10/22/12 - 11/06/12		Estimate # 2452
Advertiser Mandel/R/Senator		Original Date / Revision 10/04/12 / 10/04/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Bob Sommerkamp	Sales Office Cincinnati
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	10/24/12	11/06/12	5-6a news	5-6a		:30			NM	10	\$1,250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$125.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$125.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$125.00			
N 2	WLWT	10/24/12	11/06/12	6-7a news	6-7a		:30			NM	10	\$8,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$800.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$800.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$800.00			
D 3	WLWT	10/08/12	10/14/12	NBC Today Show	7-9a		:30			NM	0	\$0.00
		Class of Time - Immediately Pre-emptible without notice										
N 4	WLWT	10/24/12	11/06/12	NBC Today Show	7-9a		:30			NM	10	\$12,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$1,200.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$1,200.00			
	Week:	11/05/12	11/11/12	MT-----				2	\$1,200.00			
N 5	WLWT	10/24/12	11/06/12	NBC Today Show II	9-10a		:30			NM	7	\$5,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$800.00			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$800.00			
	Week:	11/05/12	11/11/12	MT-----				1	\$800.00			
N 6	WLWT	10/24/12	11/05/12	12-1230p M-F news	12-1230p		:30			NM	7	\$1,050.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				3	\$150.00			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$150.00			

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Contract / Revision 940867 /		Alt Order #
Contract Dates 10/22/12 - 11/06/12	Product GENERAL	Estimate # 2452
Advertiser Mandel/R/Senator		Original Date / Revision 10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$150.00			
N 7	WLWT	10/24/12	11/02/12	5-530p M-F news	5-530p		:30			NM	7	\$7,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,000.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$1,000.00			
8	WLWT	11/05/12	11/05/12	5-530p M-F news	5-530p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00			
N 9	WLWT	10/24/12	11/02/12	530-6p M-F news	530-6p		:30			NM	7	\$7,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,000.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$1,000.00			
N 10	WLWT	11/05/12	11/05/12	530-6p M-F news	530-6p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00			
N 11	WLWT	10/24/12	11/02/12	6-630p M-F news	6-630p		:30			NM	10	\$10,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				5	\$1,000.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,000.00			
N 12	WLWT	11/05/12	11/05/12	6-630p M-F news	6-630p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00			
N 13	WLWT	10/24/12	11/05/12	7-730p	7-730p		:30			NM	7	\$5,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$800.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$800.00			
Week:		11/05/12	11/11/12	M-----				1	\$800.00			
N 14	WLWT	10/24/12	11/05/12	11-1135p M-Su	11-1135p		:30			NM	4	\$6,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,700.00			
Week:		10/29/12	11/04/12	-----				0	\$1,700.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,700.00			
N 15	WLWT	10/29/12	11/03/12	11-1135p M-Su	11-1135p		:30			NM	5	\$4,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$800.00			
N 16	WLWT	10/28/12	11/04/12	Late News after NFL	Late News		:30			NM	2	\$650.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
940867 /	

Contract Dates	Product	Estimate #
10/22/12 - 11/06/12	GENERAL	2452

Advertiser	Original Date / Revision
Mandel/R/Senator	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$325.00 Week: 10/29/12 11/04/12 -----S 1 \$325.00												
N 17	WLWT	10/24/12	11/05/12	NBC Tonight Show	1135-1237a		:30			NM	6	\$2,400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --WTF-- 2 \$400.00 Week: 10/29/12 11/04/12 MTWTF-- 3 \$400.00 Week: 11/05/12 11/11/12 M----- 1 \$400.00												
N 18	WLWT	10/27/12	11/04/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	4	\$700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----SS 2 \$175.00 Week: 10/29/12 11/04/12 -----SS 2 \$175.00												
N 19	WLWT	10/27/12	11/04/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----SS 1 \$350.00 Week: 10/29/12 11/04/12 -----SS 1 \$350.00												
N 20	WLWT	10/27/12	11/04/12	NBC Saturday Today	Sa8-10a		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,200.00 Week: 10/29/12 11/04/12 -----S- 1 \$1,200.00												
N 21	WLWT	10/27/12	11/04/12	Sa 10-11a News	Sa 10-11a		:30			NM	2	\$600.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S- 1 \$300.00 Week: 10/29/12 11/04/12 -----S- 1 \$300.00												
N 22	WLWT	10/28/12	11/04/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$1,500.00 Week: 10/29/12 11/04/12 -----S 1 \$1,500.00												
D 23	WLWT	10/08/12	10/21/12	Su 9-10a News	Su 9-10a		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
N 24	WLWT	10/22/12	11/04/12	Su 9-10a News	Su 9-10a		:30			NM	2	\$1,800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$900.00 Week: 10/29/12 11/04/12 -----S 1 \$900.00												
N 25	WLWT	10/28/12	11/04/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----S 1 \$1,200.00 Week: 10/29/12 11/04/12 -----S 1 \$1,200.00												
N 26	WLWT	10/29/12	11/05/12	Mon NBC Prime Other	Prime Other		:30			NM	3	\$7,000.00
Class of Time - Immediately Pre-emptible without notice												

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Advertiser	Original Date / Revision
Mandel/R/Senator	10/04/12 / 10/04/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	5	WLWT	10/22/12-10/28/12	M8-9p	M8-9p	M-----	:30		\$3,000.00	NM		
	Ⓜ MG for 26.2 10/22											
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00			
Totals											114	\$92,950.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	44	\$37,650.00	\$32,002.50
10/29/12 -11/06/12	70	\$55,300.00	\$47,005.00
Totals	114	\$92,950.00	\$79,007.50

Signature: _____ **Date:** _____

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